

ABSTRACT OF THE DISCLOSURE

Electronic coupons are provided for items comprising products and services. The coupon information is received along with broadcasts of associated television programs. Selected coupon modes alert a viewer when
5 coupon information is available for an item. The viewer alert comprises displayed marks superimposed over the broadcast of the television program. The displayed marks comprise indicators for each item for which coupon data is available, and the indicators may be representative of the items to which the indicators correspond. The coupon information for a particular item is
10 selected when the viewer selects the indicator corresponding to the item in which the viewer is interested. Upon selection, the coupon information is displayed along with the broadcast of the currently selected television program. Coupon information may be selected for storage on a removable recording medium along with data corresponding to the television program
15 with which the coupon information is associated. The coupon information is redeemed by the viewer by a merchandise retailer or dealer.